DEPARTMENT OF DEFENSE (DoD)
Thomas Jefferson Awards Program

STANDARD OPERATING PROCEDURE
2013

(COMPETITION YEAR)

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Table of Contents

I. Introduction

A. The Thomas Jefferson (TJ) Awards Program recognizes military and civilian employee communication professionals for outstanding achievement in furthering the objectives of the Department of Defense communication programs. It operates under the aegis of the Office of the Assistant to the Secretary of Defense for Public Affairs. The program is named after Thomas Jefferson, the nation's third president and author of the Declaration of Independence. Jefferson appreciated the importance of news and the free flow of information to the proper functioning of government and society.

B. Milestones:

1. **2013**
    December 31   Program year ends

2. **2014**
    January 31   DINFOS selects judges (NLT)
    March 17   Deadline for submission of service entries
    April 8-9   Entries judged
    April 21   DINFOS announces winners (NLT)
    April 21-25   Program feedback/judges' comments posted online
    May 09   DoD Communicators of Excellence Awards Ceremony
    May 30   Conduct AAR for all COE Award programs

II. Eligibility

A. Military units, military personnel, and civilian employees of the Department of Defense (DoD) and of the military Services regulated by DoD Instruction 5120.4 are eligible to submit entries through their respective Services and the Defense Media Activity (DMA), as applicable. This includes the U.S. Coast Guard, National Guard, Reserve, and DoD organizations.

B. Military staff members of Combatant Commands, Defense Agencies, Activities and Joint Task Forces will enter individual categories through their respective Service's competitions. Civilian staff members of these organizations will enter through the DMA Excellence in Journalism Awards Program. The commands will enter unit categories through the DMA program.

C. Personnel assigned to the Stars and Stripes newspapers are not eligible to participate.

D. Government contractor employees are not authorized to compete in any individual category.

E. Products produced with the assistance of government contractor employees are eligible for the new and traditional media, and broadcast unit categories. However, contractor employees will not be recognized individually for their contributions.

F. The following products are not eligible for the program: civilian enterprise guides and directories, yearbooks, cruise books, publications and productions funded by non-appropriated funds, and educational and training films.

G. Services and DMA must ensure entries meet eligibility criteria, and DoD and service issuances (publications entered in any new and traditional media categories must conform to DoDI 5120.4 - Department of Defense Newspapers, Magazines and Civilian Enterprise Publications). The parent military Service and DMA will resolve discrepancies concerning eligibility.

H. Entries for competition year 2013 must have been produced between January 1, 2013, and December 31, 2013, except for new media Categories C through F, which will be evaluated on the day of judging.   The Services and DMA must submit their entries as single packages that must be received at DINFOS by March 17, 2014.

III. Entries

A. Entries must be authorized products released, published, posted and/or broadcast in one or more communication means available for public consumption .

B. All entries must contribute to the DoD communication objectives and meet the highest standards of production, execution and professional excellence. Products must convey, by content and delivery, relevant information that helps DoD personnel and families succeed in their jobs and missions.

C. No individual may enter the TJ competition directly. Entries are the first place winners from DMA's and each Service's respective competition:

   1. Army – Maj. Gen. Keith L. Ware Awards

   2. Navy – Russell Egnor Navy Media Awards

   3. Air Force – Air Force Media Contest

   4. Marine Corps – USMC Office of Marine Corps Communication Visual Information and Excellence in Communication Awards

   5. Coast Guard – Chief Journalist Alex Haley Awards

   6. Defense Media Activity – DMA Excellence in Journalism Awards.

D. The Services and DMA may submit only one entry per category.

E. No single product may be entered in more than one category, except when entered in an individual category and as part of a portfolio (e.g., DoD Military Communicator of the Year). Entry into the TJ Awards program does not preclude entrants from submitting their products in other Civilian or Department of Defense competitions, where allowed.

F. The official TJ entry application must be used by DMA and Service POCs to enter their respective first place winners into the DoD-level TJ Awards competition. DMA and Service POCs will determine the forms and procedures required for their own competitions. The TJ

entry application must be filled out completely. Entries without properly completed forms will not be accepted. See Attachment 3. Service and DMA points of contact will receive a user name, password and the URL of the application where the online form resides. After logging in, POCs or authorized users representing them can view, edit or create new contestant entries. POCs will be limited to one submission per category.

1. Instructions for completing the TJ Entry Application are included in the Entry Format located at Attachment 3. Make sure all required blanks in the entry are completed.

   a. **Type of awards:**

      1) **Individual** awards are for products created by a single person doing most of the work. The TJ Awards Program judges recognize that individuals do not always produce, write, edit and publish alone. However, the individual award categories will be for a single contributor.

      2) **Unit** awards are for products created by more than one person with a Primary and up to five Significant Contributors.

   b. **Air Date:** The air date is the first date that the product was broadcast, streamed, cablecast or otherwise posted to an audience. List at least the month and year of airing.

   c. **Location**: List the location of the station that first aired the product to an audience. Include the station name and location (e.g., AFN Wurzburg, Wurzburg, Germany). If the program aired on a military web page, provide the web address. List the Unit/Duty Station <u>exactly</u> as it should appear on the unit's plaque and/or certificate.

2. New and Traditional Media (Formerly Print) categories: Entries in all categories that require a document must be in PDF format, uploaded via the online entry under "Contest Files and Files already submitted."

   a. Hard copy versions of entries are not accepted. Entries in categories A and B, and G through M can be PDF files of the page on which they were published or posted, or maintained on a separate data base with just the URL submitted. Exceptions will only be considered due to technical issues and must be coordinated with and approved by a TJ Coordinator prior to submission.

   b. PDF versions must be identical to the original products, with no further editing or embellishments applied after initial posting or publication.

H. Broadcast Media categories: The Services and DMA will submit only one product for each category except Q, R and S.

G. By entering the TJ competition, entrants understand that they open themselves and their work up to professional critique.

IV. Categories and Entry Specifications

A. **Traditional Media Categories**

Category A: Civilian Enterprise (CE) News Publication (Unit Category)
Category B: Funded News Publication (Unit Category)

1. For the 2013 competition year, enter only one issue. There is no mandatory issue date. Electronic versions must be entered via the entry application in the section titled "Contest Files and Files Already Submitted" as PDF files.

2. These categories must be entered as a unit entry.

Category C: Digital Publication (Unit Category)

1. Entries will be judged as of the day of judging (April 8-9, 2014).

2. Must be an issue or edition such as newsletter, magazine or newspaper designed natively for the web.

3. This category must be entered as a unit entry.

4. This entry must display transmedia properties (i.e., hyperlinks, embedded video, 3D imagery, slideshow) and be built on HTML 5, iFrames or some other mobile enabled platform.

Category D: Outstanding Flagship Product (Unit Category) This award recognizes the overall excellence of the flagship product at the military department level.

1. Entries will be judged as of the day of judging (April 8-9, 2014).

2. Digital versions may be entered via the entry application as PDF files.

3. Entries can also be provided via a mobile application, if appropriate items are made available for judges to view the magazine application.

Category E: Outstanding Flagship Website (Unit Category) This award recognizes the overall excellence of the official websites of the military departments. It includes all the digital platforms that are used to achieve service-level communication objectives.

1. Content for the publication must be provided by DoD PA practitioners with overall management of the site(s)/publication(s) and release authority residing within the Service or DMA.

2. The sites must comply to DoD, DMA and Service information, security review, and web instructions and regulations.

3. The sites must have been in existence for a minimum of three months during the program year and must be updated on a regular schedule (e.g., daily, weekly, etc.).

4. The site will be judged as it exists on the date the judging takes place (April 8-9, 2014).

5. The Services must provide the publication URLs and any necessary logon information.

6. Entries must include the flagship product, and two other digital communication media used to achieve Service-level communication objectives.

7. Entries must include an explanation of how the equities accomplished local installation strategic objectives, to include the analysis of what was achieved. Ideally, entries must include short- and long-term objectives, target audiences or communities, and if applicable, how transmedia storytelling was used.

8. Units must provide the website URL and any necessary logon information.

Category F: Website/Blog (Unit Category) An organizational Internet site, hosted on a DoD-authorized domain, or "web logs," or "blogs," designed to communicate Service/DoD themes messages and other relevant information to on-line audiences.

1. Content for the website/blog must be provided by DoD PA practitioners with overall management of the site and release authority residing within the organization.

2. The website/blog must conform to DoD, DMA and Service internal information, security review, and web instructions and regulations.

3. The website/blog will be judged as it exists on the date the judging takes place (April 8-9, 2014).

4. Units must provide the website/blog URL and any necessary logon information.

5. Entries must include an explanation of how the website/blog accomplished local installation strategic objectives. Ideally, entries must include short and long-term objectives, target audiences or communities, and if applicable, how the new media effort dovetailed with traditional media outreach. The background paper must also include the URL or Web address for the product.

6. Entries must represent official command or unit content. Personal blogs are ineligible.

Category G: News Article (Individual Category) News article entries must be straight news or sports with a clear news peg in the lead, a bridge to the body of the story and a body in descending order of importance. It must answer, at a minimum, the "who, what, where and when" of the news peg.

Category H: Feature Article (Individual Category) Feature article entries must have a focus that is maintained and supported in the lead, nutgraph, body and conclusion. They can be sports features, human interest features or personality features.

Category I: Commentary (Individual Category) Commentaries are articles that convey the writer's opinion on a topic, while editorials convey command position, as specified in DoDI 5120.4. Therefore, articles written by commanders or those in a leadership position are ineligible to compete in this category.

Category J: Series (Individual Category)

1. Entries must include two or more feature articles dealing with a common theme. The articles must have been clearly identified in the original publication as parts of a series that appeared sequentially in two or more issues of the publication.

2. Entries must follow all other specifications as entries to categories G, H and I above.

Category K: Photojournalism (Individual Category) Entries must include two or more photographs, captions and a story by the same photojournalist. All elements will be judged. No elements may be entered in any other category other than a portfolio.

1. Entries in these categories must be the work of an individual.

2. Submit at least two examples. No originals.

Category L: News Photo (Individual Category) A single photo of a newsworthy event. The photo must have strong elements of newsworthiness. The caption must be included.

Category M: Feature Photo (Individual Category) A single storytelling picture. It must have strong subject and focus. The caption must be included.

Category N: Outstanding New Communicator (Individual Category) This award recognizes uniformed personnel working in the public affairs community for less than two years as certified in writing by a public affairs professional from the submitting Service and included with the submission.

Category O: Department of Defense Military Communicator of the Year (Individual Category) This award recognizes the military communicator who exemplifies the highest standards of DoD communication as shown by writing across a spectrum of categories.

Category P: Department of Defense Civilian Communicator of the Year (Individual Category) This award recognizes the DoD civilian communicator who exemplifies the highest standards of DoD communication as shown by writing across a spectrum of categories.

1. The Services and DMA may nominate one candidate per category.

2. Only individuals may be entered in these categories.

3. A letter of nomination must accompany each entry. Letters must include a paragraph justifying the nomination, with a one-page official biography of the individual and an official digital photograph of the entrant for the Department of Defense Communicators of Excellence Awards Ceremony. This can be uploaded through the entry form.

4. Entries must include PDFs of the five writing examples by the same individual. Entries must include at least one example from three of the five individual writing categories (G, H, I, J and K). For example, two features, two news articles and a commentary.

5. Submit a certificate of authenticity from the responsible Public Affairs Officer (PAO) for articles that were published without a byline.

B. Broadcast Media Categories

Category A: Audio Entertainment Program (Individual Category)

1. Entries must be a disc jockey program.

2. Entries may be a special or a regularly scheduled program.

3. Entry must be telescoped to the disc jockey's voice and only those elements that are unique to the program (air-check), eliminating pre-produced spots and non-local elements.

4. Entry must be 15 minutes or less in total length.

Category B: Audio Spot Production (Individual Category)

1. Entries must be 30 or 60 seconds in length.

2. The target audience must be identified.

Category C: Audio News Report (Individual Category)

1. Story must be event/mission-oriented. It would place at or near the top of the newscast.

2. Story lead-ins/tags must be typed on a separate sheet of paper and submitted as a PDF document along with the entry.

3. If the lead-ins/tags are on a separate sheet, write the category, title, and name of the contributor on the sheet.

4. Do not include the anchor's lead-in/tag on the medium with the story.

Category D: Audio Feature Report (Individual Category)

1. Story must be 5 minutes or less in length.

2. Story lead-ins/tags (if used) must be typed on a separate sheet of paper and submitted as a PDF document along with the entry.

3. If the lead-ins/tags are on a separate sheet, write the category, title and name of the contributor on the sheet.

4. Do not include the anchor's lead-in/tag on the media with the story.

Category E: Audio Series (Individual Category)

1. Entries must include two or more audio news/features dealing with a common theme. The entry must have been clearly identified in the original broadcast as parts of a series .

2. Entries must follow all other specifications as entries to categories B and C above.

Category F: Audio Newscast (Unit Category)

1. Must be targeted toward a local audience.

2. Telescope out all non-news elements and products not provided by a military source.

3. Newscast must be 2 minutes or more in length.

Category G: Audio Information Program (Unit Category)

1. This category includes Commanders'/Captains' Calls, magazine programs and documentaries or features of 5 minutes or greater in length.

2. Commanders'/Captains' Calls and magazine programs must be limited to 15 minutes or less, representative of the program in its entirety. For example, a Commander's Call program must be telescoped to include the best contiguous elements from the host, main speaker and callers. A year-end magazine program must be telescoped to include the open, anchor leads/tags, and close. Documentary and feature pieces must be limited to 30 minutes or less.

3. Telescope out all products not provided by a military source.

Category H: Video Information Program (Unit Category) This category includes Commanders'/Captains' Calls, magazine programs and documentaries or features of 5 minutes or greater in length.

1. Commanders'/Captains' Calls and magazine programs must be limited to 15 minutes or less, representative of the program in its entirety. For example, a Commander's Call program must be telescoped to include the best contiguous elements from the host, main speaker and callers.

2. A year-end program must be telescoped to include the open, anchor leads/tags, and close.

3. Documentary and feature pieces must be limited to 30 minutes or less.

4. Telescope out all products not provided by a military source.

Category I: Video Spot Production (Individual Category)

1. Entries must be one spot (30 or 60 seconds in length).

2. The target audience must be identified.

Category J: Video News Report (Individual Category)

1. Entries must be news story, event/mission-oriented, and would be significant enough to place at or near the top of a newscast.

2. Do not include the anchor's studio story lead-in/tag.

3. Story lead-ins/tags must be typed on a separate sheet of paper and submitted as a PDF document along with the entry.

4. If the lead-ins/tags are on a separate sheet, write the category, title, and name of the contributor on the sheet.

5. If story font information is not on the entry, include it on the lead-in/tag sheet.

Category K: Video Feature Report (Individual Category)

1. Stories must be 5 minutes or less in length.

2. Do not include the anchor's studio story lead-in/tag.

3. Story lead-ins/tags (if used) must be typed on a separate sheet of paper and submitted as a PDF document along with the entry.

4. If the lead-ins/tags are on a separate sheet, write the category, title, and name of the contributor on the sheet.

5. If story font information is not on the entry, include it on the lead-in/tag sheet.

Category L: Video Series (Individual Category)

1. Entries must include two or more video news/features dealing with a common theme. The entry must have been clearly identified in the original broadcast as parts of a series .

2. Entries must follow all other specifications as entries to categories I and J above.

Category M: Local Video Newscast (Unit Category)

1. Must be targeted toward a local audience.

2. Telescope out all products not provided by a military source.

3. Newscast must be 2 minutes or more in length.

Category N: Outstanding Flagship Video Program (Unit Category) This award recognizes the overall excellence of the flagship video programs at the DoD and military department level. It includes only the following video programs: "Army Newswatch," "Today's Air Force," "Marines TV," "All Hands Television" and the DoD flagship video program "Recon."

1. Use of commercial/contract production facilities is allowed as long as the military organization is responsible for 100 percent of the content and structure.

2. Entries must consist of two programs that were aired anytime during the program year.

Category O: Outstanding Initiative in Emerging Media and Technologies (Unit Category)
This award recognizes the overall excellence of the official digital presence of military units. It includes all the digital platforms that are used to achieve unit-level communication objectives.

1. Content for the publication must be provided by DoD PA practitioners with overall management of the site(s)/publication(s) and release authority residing within the Service or DMA.

2. The sites must conform to DoD, DMA and Service information, security review, and web instructions and regulations.

3. The sites must have been in existence for a minimum of three months during the program year and must be updated on a regular schedule (for example, daily, weekly).

4. The site will be judged as it exists on the date the judging takes place.

   a. The Services must provide the publication URLs and any necessary logon information.

   b. Must include at least digital communication medias used to achieve unit communication objectives.

   c. Entries must include an explanation of how the equities accomplished local installation strategic objectives, to include the analysis of what was achieved. Ideally, entries must include short and long-term objectives, target audiences or communities, and if applicable, how multimedia storytelling was used.

   d. Units must provide the website URL and any necessary logon information.

Category P: Outstanding Digital Communication Campaigns (Unit Category) This award recognizes the overall excellence of the official digital presence's of military units. It includes all the digital platforms that are used to achieve unit level communication objectives.

1. Entries must include a two-page documentation package composed of:

   a. A background paper that identifies the campaign's communication objective(s); identifies the target audience; summarizes actions taken to meet campaign objectives; and summarizes the campaign results. Papers must also include information on any other campaigns run in coordination with the station's campaign, such as those run by the installation PAO. The campaign start date, and, if applicable, the end date, must be included. An example is provided as Attachment 1.

b. A products and air history sheet that includes both a list of the elements produced (spots, news stories, special programs) and a brief history summary. It may continue onto a second page if necessary. An example is provided at Attachment 2.

2. At least half of the campaign must have taken place during the program year, though it may have started or ended during another year.

Category Q: Outstanding New Broadcaster (Individual Category) This award recognizes uniformed personnel working in broadcasting for less than two years certified in writing by a Public Affairs professional from the submitting Service and included with the submission. Judging specifications will be the same as for Category L.

Category R: Department of Defense Military Broadcaster of the Year (Individual Category) This award recognizes the military broadcast journalist whose products represent the highest standards of military broadcast journalism while communicating command information to publics.

Category S: Department of Defense Civilian Broadcaster of the Year (Individual Category) This award recognizes the DoD civilian broadcast journalist whose products represent the highest standards of DoD broadcast journalism while communicating command information to publics.

1. Services and DMA may enter one candidate working in a broadcasting position.

2. Entries for those candidates must have been produced and broadcast during the program year.

   a. The broadcast date is the first day the product aired.

   b. A letter of nomination must accompany each entry. Nominations must include an official biography of the individual and an official photo to be used in a program printed for the Department of Defense Communicators of Excellence Awards Ceremony.

   c. Entrants assigned to full-service outlets may enter audio and video products.

   d. Total time for entries must be 15 minutes or less.

   e. Entries must include assorted products reflecting writing, directorial and production skills. Include all final scripts used in developing entries.

   f. Entries must include a run sheet indicating the nominee's name, duty (e.g., writer, producer, reporter), run time, first airdate, and location aired.

V. Packaging of Broadcast Entries

A. Broadcast guidelines:

1. Each Service and DMA must submit its entries via the online entry forms by March 17, 2014, for the 2013 calendar year competition.

2. Each Service and DMA must include a transmittal letter with its submission. The letter must list each category and indicate the title of the entry for that category, the run time, and the organization that entered it. Services and the DMA must write "no entry" next to any category for which they do not submit an entry. The transmittal letter must also identify the name, phone number and e-mail address of the broadcast service or the DMA point of contact.

3. Services and DMA POCs must complete one copy of the TJ online entry form per entry. They also will ensure that upload of any additional paperwork for each entry submitted (i.e., font information and story leads) is included with the entry forms for that submission.

B. General guidelines:

1. Each media must also include an audio slug (radio) or video slate (TV). The following information must be included on the labels and slugs/slates:

   a. Entry category
   b. Entry title
   c. Run time
   d. Submitting organization
   e. Primary contributor

2. Audio media need only include the title, organization and run time.

3. All category Q, R and S entry products must be included in one file. Include an initial slug/slate only. Do not slug/slate between products on the media.

4. Music segments must be telescoped to 10 seconds or less.

5. Non-AFRTS production facilities that use commercial music must conform to U.S. copyright laws. This includes written approval from the artist, music license agency, musicians' union, and record company and synchronization rights. Submitting an entry constitutes acknowledgement of and compliance with these requirements.

C. Audio Entries

1. Audio entries will be submitted via FTP.

2. Files may be created which either conform to the "Red Book" standard or contain digital media files for software playback. Digital media files must be MP3 (not less than approximately 128 bps).

3. Each file must have, in the following order: audio slug (see Paragraph V.B.1.); two seconds of silence; and the entry.

4. There must be three seconds of silence between each audio product for Categories Q, R and S. Do not include any further slugs between examples.

D. Video Entries

1. All broadcast entries must be sent via FTP to the Defense Information School. Please contact the DINFOS Competitions Coordinator for current information. Commercial: 301-677-3212; DSN: 622-3212; Email: CompetitionsCoordinator@dinfos.dma.mil.

2. Video entries must have mixed audio tracks.

3. The preferred file format is H.264 but Windows Media Video (WMV) 9 Advanced will also be accepted. Video files can be Standard Definition or High Definition. SD should be 720 x 480 widescreen or standard. HD cannot exceed 1280 x 720.

   a. For H.264, chose a "medium" video compression quality. Audio can be MP3, WAV, or AAC with "Lossless" or "Uncompressed" quality.

   b. For Windows, use the Windows Media Video 9 Advanced codec. Choose a variable bit rate with "medium" compression. Audio must be a "Lossless" or "Uncompressed" quality.

4. Each file must have the following elements in order:

   a. Five seconds of black

   b. The entry

5. There must be three seconds of silence between each video product for Categories Q, R and S. Do not include slates.

6. Video News Report and Video Feature Report (Categories J and K) entries must be "as aired" copies that include downstream fonts and graphics when possible.

VI. Judging

A. The Services and DMA will judge their own entries and select the best entry in each category for submission to the TJ program.

B. The Services and DMA must complete entries for the TJ Awards Program using the online entry application. A sample with instructions for each field is at Attachment 3. Backup copies of the media are not required, but may be sent to: Competitions Coordinator, Thomas Jefferson Awards Program, Defense Information School, 6500 Mapes Road, Suite 5620, Fort Meade, MD 20755-5620. Please specify New and Traditional Media or Broadcast Media. TJ entries to the competition can be uploaded through the online entry application. Contact the Competition Coordinators at: dinfostjbroadcastmail@dinfos.dma.mil or dinfostjprintmail@dinfos.dma.mil for any problems or questions.

C. DINFOS will select three to six New and Traditional Media judges, and three broadcast judges for the TJ Awards Program. Non-DOD industry professionals, both freelance and from local and national media organizations, will be recruited to conduct judging. Selection criteria for judges will be based on their professional experience in the

communications/media field, with at least one of the judging panel members having a background in or experience with the military. Judges decisions are final.

D. All entries will be judged on professional excellence, originality and support of DoD communication themes and objectives.

VII. Awards

A. Awards may be made in 16 New and Traditional Media (formerly Print), and 19 Broadcast categories.

B. No award will be made if the judges deem that no entry meets program standards.

C. There are two types of awards: individual and unit.

1. **Individual** winners will receive plaques and certificates of achievement. Winners of the Military and Civilian Communicator of the Year, Categories O and P, and the Military and Civilian Broadcaster of the Year, Categories R and S, will each receive a bust of Thomas Jefferson with an engraved name plate.

2. **Unit** awards are used to recognize a production effort involving more than one contributor. A plaque will be awarded to the unit that wins a category. Certificates of Achievement will be awarded to up to six eligible individual contributors (one primary and up to 5 significant contributors).

D. DINFOS will notify each Service's Public Affairs Chief of the first place winners in each category, with the understanding that they will, in turn, notify the chain of command for those winners named. After four days, DINFOS will then post the winners on the DINFOS website (www.dinfos.dma.mil).

E. DINFOS will present the awards to the Department of Defense Military and Civilian Communicators and Broadcasters of the Year at the Department of Defense Communicators of Excellence Awards Ceremony, on **May 9, 2014**. The ceremony will be held at the Defense Information School, Ft. George G. Meade, Md.

F. DINFOS intends to sponsor the attendance of the Military and Civilian Communicators and Broadcasters of the Year to include TDY costs. This is subject to funding availability. The ceremony will also include presentations to the winners of the Visual Information Awards Program, and the DoD Visual Information Production Awards.

VIII. After-Action Review

DINFOS will:

A. Prepare all certificates, plaques and Thomas Jefferson busts and forward those not presented at the Communicators of Excellence Awards ceremony to the individuals' Service POCs for distribution.

B. Capture judges' comments during the judging event to share with entrants. Those who would like a copy of the judges' comments, if any, regarding their entry may request it from the Competitions Coordinator.

C. Host a meeting of all Service and DMA POCs for review of, and to update as necessary, this document.

BACKGROUND PAPER

CATEGORY O: DIGITAL COMMUNICATION CAMPAIGN (Unit Award)

(Name of Digital Communication Campaign)

(Submitting Unit)

CAMPAIGN REQUESTER: (Who requested service?)
EXAMPLE:
Commander, 11 Civil Engineering Squadron, Bolling AFB, DC

CAMPAIGN OBJECTIVE: (What did the customer hope to accomplish? Include any pertinent initial benchmark statistics.)
EXAMPLE:
Objective 1: Reduce numbers of phone calls from community on construction projects. (Current 50 calls/day)
Objective 2: Reduce complaints on outdated facilities scheduled for construction. (Current 20/day)
Objective 3: Prevent injuries in the construction areas.

TARGET AUDIENCE: (Who did customer wish to reach? List primary and secondary audiences, if appropriate.)
EXAMPLE:
Objectives 1 & 2: Child Care Center -- Military member and/or spouse with children; Dormitory reconstruction -- Enlisted members living in, or on waiting list for dormitory quarters.
Objective 3: Primary: Children and adults living/working in/around construction areas. Secondary: All community members.

SUMMARY OF ACTIONS TAKEN: (Brief chronology of campaign from initial request to end of campaign -- if campaign is finished. Include coordination with other organizations in supporting the campaign, such as the local Public Affairs representative. On-going campaigns must have started during the program year.)

CAMPAIGN RESULTS: (Summary of what goals were achieved--how successful the campaign was. Include any changes to initial benchmark statistics pertaining to each objective, survey results, or customer feedback.)

Attachment 1

BROADCAST PRODUCTS AND AIR HISTORY
FOR
(Name of Digital Communication Campaign)

(Identify all broadcast products used in support of the campaign and provide their air history summary.)

EXAMPLE:

3 - 30 second radio spots	3/day - week 1
3 - 30 second radio spots	3/day - week 2
3 - 30 second radio spots	3/day - week 1-3
6 - TV news stories	2/week
3 - 1 hour live radio phone-in shows	1/week

Attachment 2

Thomas Jefferson Awards Official Entry Form for 2013

In previous years, the TJ Awards program provided an official entry form that needed to be manually filled out and submitted. Service and DMA points of contact will be able to fill out this form online. There are numerous benefits to using an online form, including better data validation and direct information input or transfer into the database.

Service and DMA points of contact will receive a user name, password and the URL of the application where the online form resides. After logging in, POCs or authorized users representing them can view, edit or create new contestant entries. POCs will be limited to one submission per category.

The form has four sections:

- **Contest information** – Information about the contest entry such as the category, entry type and title, and organization.
- **Primary Contributor** – Service, rank, email and personal mailing address information of the primary contributor. The Primary Contributor section is required.
- **Significant Contributor** – If the entry type is **Individual**, the Significant Contributor section will not be available. When the entry type is Unit, up to five significant contributors can be added to the entry.
- **Contest Files and Files Already submitted** – This section allows Service/DMA points of contact (or authorized representatives) to upload contest entry files and view the list of files already uploaded with an option to delete an uploaded file. **This section is where the PDFs and media files are uploaded for New and Traditional Media or Broadcast categories along with any additional text files necessary to provide information as required by some categories.**

Figure 1 on Page 2 is a screen shot of the entry form with some sample data input for illustrative purposes.

Figure 2 is a screen shot of just the **Contest Information** section on the form. This is followed by a list of the entry fields and validation rules.

Figure 3 is a screen shot of the **Primary Contributor** section on the form. This is followed by a list of the entry fields and validation rules.

Figure 4 is a screen shot of the **Significant Contributor** section on the form. This is followed by a list of the entry fields and validation rules.

Figure 5 is a screen shot of the **Contest Files and Files Already submitted** section of the form. This is followed by a list of the entry fields and validation rules.

Attachment 3

Sample

DEPARTMENT OF DEFENCE
THOMAS JEFFERSON AWARDS PROGRAM
2012 Official Entry Form

Point Of Contact: SSG Nick Fury

Service: USA   Service Competition: MG Keith L. Ware Awards

Contest Information:

Medium: B ▼ Broadcast

Category: (F) Radio Newscast ▼   Entry Type: Unit

Entry Title: History of the Howling Commandos

Location Heidelberg, Ge   Air/Publication Date Month: 1 ▼   Year: 2012

Organization: AFN Heidelberg

Organization Address1: Unit 29405   Email: NicholasJosephFury@Shield.mil

Address Line2:   City: Heidelberg

Country: Germany ▼   State: APO AE ▼

Zip: 09086

Primary Contributor:

Last Name:	Rogers	First:	Steve	Middle:
Gender:	Male ▼	Email	CaptainAmerica@gmail.com	
Service:	Army ▼	Rank:	CPT ▼	
Address line1	135 W. 50th Street	Address line2	Apt 8	
City/Base/Post/Ship	New York	State	New York ▼	
Country	United States ▼	Zip	12311	

Number of significant contributors: 2 ▼

Significant Contributor:

Last Name:	Stark	First:	Tony	Middle:
Gender:	Male ▼	Email	TonyStark@hotmail.com	
Service:	Army ▼	Rank:	Mr. ▼	
Address line1	Stark Enterprises	Address line2	21 Stark industrial Lane	
City/Base/Post/Ship	Long Island	State	New York ▼	
Country	United States ▼	Zip	11311	Delete

Significant Contributor:

Last Name:	Richards	First:	Susan	Middle: (Storm)
Gender:	Female ▼	Email	SueStorm@yahoo.com	
Service:	Army ▼	Rank:	Mrs. ▼	
Address line1	528 Moore Ave	Address line2		
City/Base/Post/Ship	Shelbyville	State	Indiana ▼	
Country	United States ▼	Zip	22311	Delete

Contestant Files:

Select File to send:
C:\WorldWorlI\HowlingCommandoHistoryPart3.MP3   Browse...
Enter a short description for the file:
Part 3 of audio interviews with survivors of the Howling Commandos
Submit

Files Already submitted:

File Name	File Description	Options
HowlingCommandoHistoryPart2.MP3	Part 2 of audio interviews with survivors of the Howling Commandos	Delete
HowlingCommandoHistoryPart1.MP3	Part 1 of audio interviews with survivors of the Howling Commandos	Delete

Figure 1

Contest information

Figure 2

The information for **Point of Contact**, **Service** and **Service Competition** that precedes the Contest section is non-editable information; the system gets this data from the logon credentials.

Field Information:

Medium: This is a drop-down with only two selections: **M** or **B**. M = New and Traditional Media and B = Broadcast. Required.

Category: This is a drop-down displaying the contest's category titles. If the Medium is P, then the categories that will be listed will be New and Traditional Media categories. If the Medium is B, then the categories that will be listed will be Broadcast categories. Required.

Entry Type: This information is non-editable. Depending on the category selected the entry type will be filled in as **Unit** or **Individual**.

Entry Title: The title for the contest entry. Maximum characters = 125. Required.

Location: If the medium is Broadcast, this field appears and is mandatory. If the medium is New and Traditional Media, this field will not appear.

Air/Publication Date: This is the **month** and **year** the entry first aired (for a Broadcast entry) or published (for New and Traditional Media entry). **Month** is a dropdown field accepting values between 1 and 12. **Year** is a nonedible text box which is filled in with the current contest year.

[*]**Organization**: Maximum characters = 80. Required.

Organization Address1: Maximum characters= 50. Required.

Address Line2: Maximum characters = 50. Not required.

Email: Maximum characters = 50. Required.

City: Maximum characters = 50. Required.

Country: This is a drop down list of countries.

State: This is a drop down list of states. Required.

Zip: Maximum characters = 15. Required.

---

[*] **Organization** Data entered is used verbatim on the winner's plaque

Primary Contributor

Figure 3

Field Information:

*Last Name**: Maximum characters = 50. Required.

*First Name**: Maximum characters = 50. Required.

*Middle**: Maximum characters = 15. Not required.

Gender: This is a drop down selection (Male or Female). Required.

Email: Maximum characters = 50. Required.

*Service**: This is a drop-down selection (Army, Air Force, Coast Guard, Marine Corps, Navy, DMA). Required.

*Rank**: This is a drop-down selection. The selections are dependent on the service selected or a courtesy title if civilian. Required.

Address line 1: Maximum characters = 50. Used for mailing purposes. Required.

Address line 2: Maximum characters = 50. Used for mailing purposes. Not required.

City/Base/Post/Ship: Maximum characters = 50. Used for mailing purposes. Required.

State: This is a drop-down list of states. Used for mailing purposes. Required.

Country: This is a drop down list of countries. Used for mailing purposes. Required.

Zip: Maximum characters = 15. Used for mailing purposes. Required.

---

* Data entered is used verbatim on winner's plaque

Significant Contributor

Figure 4

If the **Type of Award** = Individual (in the contest section) then the Significant Contributor section will not be available.

Field Information:

Number of significant contributors: This is a drop-down (0, 1, 2, 3, 4, 5). The number of Significant Contributor entries is determined by the number selected.

Delete Button: A delete button is connected to each contributor. When the contributor is deleted, the drop-down **Number of significant contributors** number counter is decremented by one.

Fields associated with each Contributor are the same as the Primary Contributor.

*Last Name: Maximum characters = 50. Required.

First Name: Maximum characters = 50. Required.

Middle: Maximum characters = 15. Not required.

Gender: This is a drop-down selection (Male or Female). Required.

Email: Maximum characters = 50. Required.

Services: This is a drop-down selection. (Army, Air Force, Coast Guard, Marine Corps, Navy, DMA). Required.

Rank: This is a drop-down selection. The selections are dependent on the service selected. Required.

Address line 1: Maximum characters = 50. Used for mailing purposes. Required.

Address line 2: Maximum characters = 50. Used for mailing purposes. Not required.

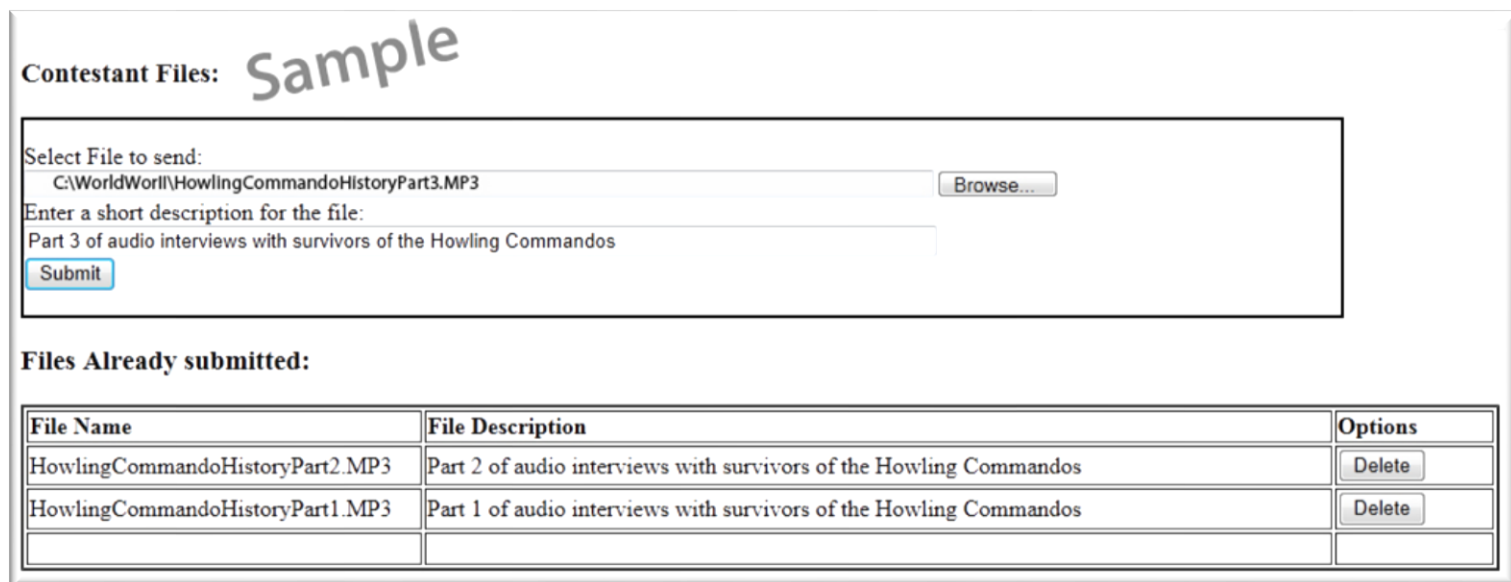---

* Data entered is used verbatim on winner's plaque

City/Base/Post/Ship: Maximum characters = 50. Used for mailing purposes. Required.

State: This is a drop-down list of states. Used for mailing purposes. Required.

Country: This is a drop-down list of countries. Used for mailing purposes. Required.

Zip: Maximum characters = 15. Used for mailing purposes. Required.

Contest Files and Files already submitted

Figure 5

Field Information:

Contest Files:

Select File to send: Is a non-editable text box. It gets filled in when the Browse Button is used.

Browse Button: This button allows users to select a file from their computer for file uploading.

Enter a short description for the file: This is a text field. Maximum characters = 100. It is a required entry for the Submit Button to be used.

Submit Button: This button uploads the selected file and description. If the destination already has a file with the same name, the upload will not succeed.

Field Information:

Files already submitted:

Table:
Headers: File Name, File Description, Options
Rows: Displays information about contest files that have been previously uploaded to the server.

File Name: Name of the file that was uploaded. Not editable

File Description: The description of the file. Editable. Required.

Options: The **Delete Button** will delete the file stored on the server.